

# **Exhibit 1**

Mars Client/  
Media/Submedia/Marketplace (All)

Sum of BuyAmount	Media Category	Media	Marketplace	Year	2019	2020	2021	2022	2023	Grand Total
Master Client Name										
MARS	Direct IO	CTV Direct IO	Direct							
			NULL = No Selection							
		CTV Direct IO Total								
		Interactive Direct IO	Direct							
			NULL = No Selection							
			Self service							
		Interactive Direct IO Total								
	Direct IO Total									
	Programmatic	CTV Programmatic	Direct							
			NULL = No Selection							
		CTV Programmatic Total								
		Programmatic	Direct							
			NULL = No Selection							
			Open Exchange Managed Service							
			Open Exchange Self Service							
			Programmatic direct (guaranteed) Self Service							
		Programmatic Total								
	Programmatic Total									
	Search	Search	Managed service							
			NULL = No Selection							
			Programmatic							
			Self service							
		Search Total								
	Search Total									
	Social	Social	NULL = No Selection							
			Open Exchange Self Service							
			Programmatic							
		Social Total								
	Social Total									
MARS Total										
Grand Total										

Property Top Partners  
Properties per Category

Partners are listed has been randomized, except top spender

**Social Properties**

FACEBOOK  
TIKTOK  
SNAP INC FK SNAPCHAT  
LINKEDIN  
LIVE RAMP  
TWITTER  
X CORP  
DCM(CAMPAIGN MANAGR)  
VIDMOB  
PINTEREST  
REDDIT.COM  
NIELSEN

**Search Properties**

GOOGLE ADS  
BING  
WALMART  
DCM (SEARCH ADS 360)  
SAM'S CLUB  
PACVUE CORPORATION  
DOORDASH  
BJS  
ALBERTSONS COMPANIES  
APPLE SEARCH ADS  
TARGET CORPORATION  
AMAZON  
CRITEO  
INSTACART  
84.51 LLC  
CITRUS AD INTL INC

**Programmatic**

Yahoo  
The Trade Desk  
DV360  
Amazon

**Direct IO Interactive**

Listed Partners represent over 60% of Spend and there are over 100 others  
You Tube  
Paramount  
Tubi  
Disney  
Roku  
Spotify  
iHeart  
NBC

Parent_Owner	SupplierName	medianame	2,019	2,020	2,021	2,022	2,023	2,024
FACEBOOK INC	FACEBOOK	Social						
TIKTOK	TIKTOK	Social						
SNAP INC	SNAP INC FK SNAPCHAT	Social						
PINTEREST	PINTEREST	Social						
ADVANCE PUBLICATIONS INC	REDDIT.COM	Social						
NIELSEN BUSINESS MEDIA INC	NIELSEN	Social						
LINKEDIN CORPORATION	LINKEDIN	Social						
Acxiom Corporation	LIVE RAMP	Social						
TWITTER INC	TWITTER	Social						
X CORP	X CORP	Social						

Parent_Owner	SupplierName	medianame	\$2,019	\$2,020	\$2,021	\$2,022	\$2,023	2024
GOOGLE	GOOGLE ADS	Search						
MICROSOFT CORPORATION	BING	Search						
WALTON FAMILY	WALMART	Search						
AMAZON	AMAZON	Search						
CRITEO SA	CRITEO	Search						
MAPLEBEAR INC	INSTACART	Search						
KROGER	84.51 LLC	Search						
CITRUS AD INTL INC	CITRUS AD INTL INC	Search						
GOOGLE	DCM (SEARCH ADS 360)	Search						
WALMART INC	SAM'S CLUB	Search						

Parent_Owner	SupplierName	medianame	2019	2020	2021	2022	2023	2024
VERIZON	YAHOO	DSP						
THE TRADE DESK	THE TRADE DESK INC	DSP						
AMAZON	AMAZON	DSP						
GOOGLE	DBM DSPLY AND VID360	DSP						

Parent_Owner	SupplierName	medianame	2019	2020	2021	2022	2023	2024
GOOGLE	YOUTUBE	Interactive						
Paramount	CBS	Interactive						
ROKU INC	ROKU INC	Interactive						
THE WALT DISNEY CO	DISNEY AD SALES DAS	Interactive						
HULU	HULU	Interactive						
SPOTIFY LTD	SPOTIFY	Interactive						
IHEARTMEDIA INC	IHEART RADIO	Interactive						
Dotdash Meredith	DOT DASH (ABOUT.COM)	Interactive						
TUBI INC	TUBI INC FKA ADRISE	Interactive						
COMCAST CORPORATION	NBC	Interactive						